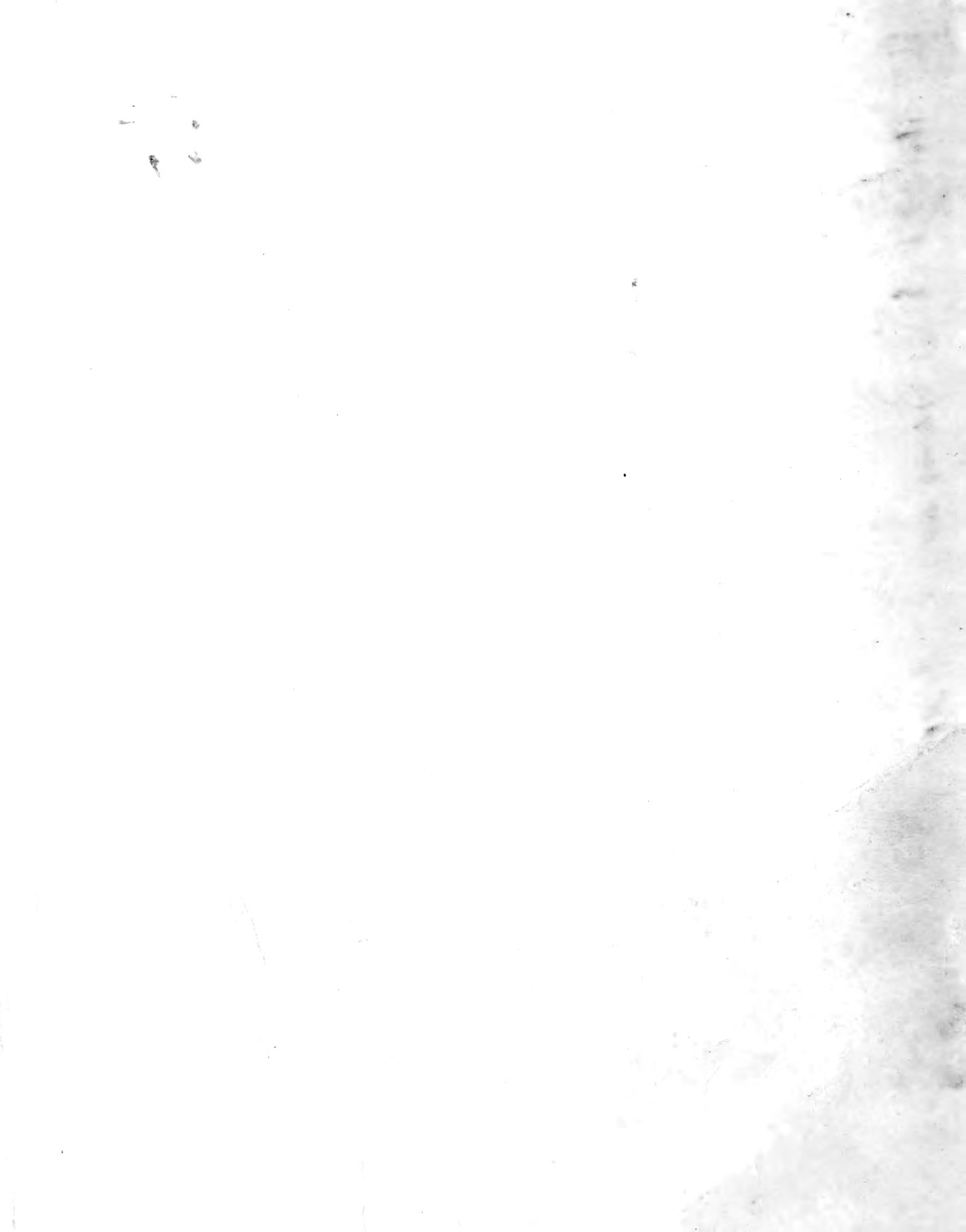


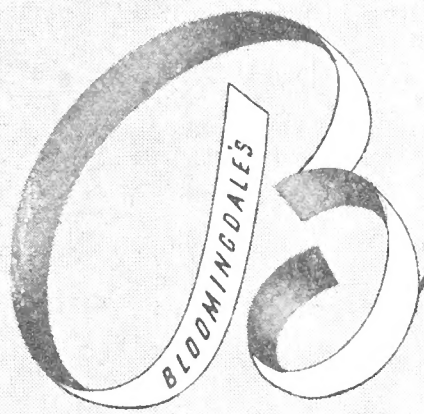
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★ MAY 24 1940
U. S. Department of Agricul



Bloomingtondale's Sky Greenhouse

SPECIAL VALUES For the THRIFTY GARDENER

12 Best Buys for 1940

1. 8 **EVERBLOOMING ROSES.** Hardy, field grown stock. 98c.
Assortment of all colors
2. 8 **FLOWERING SHRUBS.** Hardy, bushy plants. As- 98c.
sorted to bloom April to September
3. 100 **GLADIOLUS BULBS.** Rainbow Mixture. Plant some 98c.
every week for succession of bloom
4. 8 **DAHLIAS.** Huge clumps. Both Exhibition and Cut 98c.
flower types in 8 different colors
5. 5 lbs. **DIAMOND GREEN GRASS SEED.** Free from 98c.
crab grass. Sufficient to sow 500 sq. ft.
6. 25 **TUBEROUS ROOTED BEGONIAS.** Giant flowering 98c.
types. The lowest price at which these Begonias
have ever been sold
7. 25 **CALIFORNIA IRIS.** Assorted varieties, two years 98c.
old. Will multiply rapidly
8. 50 **CALIFORNIA PRIVET.** Two years old, bushy plants. 98c.
Will grow quickly into a permanent hedge
9. 8 **PEONY CLUMPS.** Large, three-year-old clumps. 98c.
Choice of red, white, pink
10. 10 **HARDY LILY BULBS.** Assorted varieties. Will flower 98c.
this year
11. 8 **GRAPE VINES.** Two years old, assorted varieties. 98c.
Will start bearing this year
12. 6 **CLIMBING ROSE BUSHES.** Vigorous, two-year 98c.
plants. Three red, three pink

Any 3 of the above for \$2.79

BLOOMINGDALE'S
LEXINGTON AVENUE
at 59th St., NEW YORK
VO lunteer 5-5900
SKY GREENHOUSE
Seventh Floor



SPECIAL ROSE COLLECTION

*Hardy Everblooming Field Grown Rose Bushes • 2 Years Old • Labelled
Waxed and Wrapped • Guaranteed to Bloom*

12 for \$1.79

Regular \$4.00 Value

- I American Beauty, Red
- I Pernet, Pure Yellow
- I Rev. F. Page-Roberts, Golden Yellow
- I Luxembourg, Rich Yellow and Coral Pink
- I Talisman, Scarlet, Orange and Yellow
- I Kaiserin Auguste Viktoria, White

- I Briarcliff, Pink, Sweet scented
- I Etoile de Hollande, Dark Red
- I Double White Killarney, Snow White
- I Lady Hillingdon, Orange and Yellow
- I Radiance, Rose Pink
- I Etoile de France, Deep Red



TREE ROSES • \$1.98 Each *Regular \$3.49 Value*

5 to 6 Feet Tall, Will Bloom This Year
Choice of Red, White, Yellow, Pink or Talisman

EVERBLOOMING ROSE COLLECTION

Selected, Hardy, Field Grown Roses

Guaranteed to Bloom

6 for 98c. *Regular \$2.00 Value*

- I Etoile de France, Deep Red
- I Dame Edith Helen, Clear Pink
- I Double White Killarney, White
- I Souvenir de Claudius Pernet, Yellow
- I Talisman, Scarlet, Orange and Yellow
- I Los Angeles, Salmon Pink

WORLD'S FAIR ROSE COLLECTION

We have selected 6 of the outstanding varieties, grown in the Rose Exhibit at the World's Fair last year, and are offering them for the first time at this low price.

These Roses sold from \$1.00 each up.

6 for \$1.98

- I E. G. Hill, Red
- I McGredy's Scarlet, Scarlet
- I Editor McFarland, Pink
- I Caledonia, White
- I Condesa de Sagtogo, Yellow
- I Betty Uprichard, Salmon

OVER 70 ADDITIONAL ROSE VARIETIES ON SALE



HARDY FLOWERING SHRUB COLLECTION

*Vigorous, 2-year-old Plants, Which Will Bloom This Season
If Planted Early*

12 for \$1.59

Regular \$2.98 Value

- I Butterfly Bush, Pink
- I Dogwood, White Flower, Red Branches
- I Flowering Quince, Scarlet
- I Forsythia, Golden Yellow Bells
- I Hydrangea, Pink
- I Sweet Shrub, Reddish Brown Flowers

- I Bridal Wreath, Double White Flowers
- I Flowering Almond, Pink
- I Honeysuckle Bush, Red
- I Pussy Willow
- I Rose of Sharon, Purple
- I Mock Orange, White

These shrubs are assorted to give a succession of bloom
from April to September

Introducing "FLASH" **REMARKABLE NEW CLIMBING ROSE**

\$1.00 Each • **3 for \$2.50**

Brilliant red, tinged with gold

The newest, most vivid, most floriferous hardy climbing Rose Bush. A glowing, flashing color. Blooms early in June and continues for weeks.

EVERBLOOMING CLIMB- ING ROSE COLLECTION

*Hardy Everblooming Climbers
which will flower all summer*

3 for \$1.19 *Regular Value \$2.00*

- I Climbing Talisman, Scarlet and Orange
- I Climbing Radiance, Red
- I Climbing President Hoover, Maroon, Orange and Flame

MANY OTHER CLIMBING ROSES FROM 69c. TO \$1.50 EACH



SPECIAL "GARDENFUL" BULB COMBINATION

\$1.98 Complete

Regular \$5.00 Value

25 Gladiolus Bulbs, Assorted

10 Tuberos Rooted Begonias, Assorted

10 Cannas, Red

10 Tuberoses, Sweet Scented, White

5 Regale Lilies, Pink

5 Dahlias, Large Clumps, Assorted

3 Peony Clumps, Red, White and Pink

OVER 150 OTHER VARIETIES OF BULBS ON SALE

SHOW DAHLIA COLLECTION

Very Large Clumps; May be Divided

7 for 98c. • **Individually 39c.**
per Clump

1 Mabel Thatcher, Yellow and Red

1 Jersey's Beauty, Pink

1 Mrs. Warner, Orchid

1 Jersey's Sovereign, Red

1 Sophy Morey, White

1 Princess Larocco, Lavender

1 Mrs. Hartung, Orange Buff

SMALL FRUIT COLLECTION

For the Suburban Home

\$1.98 Complete • *Regular Value \$4.10*

25 Everblooming Strawberries

25 Asparagus

10 Blackberries

10 Raspberries

3 Rhubarb

3 Grape Vines

1 Currant

1 Gooseberry

All Bearing Age

40 ADDITIONAL VARIETIES OF DAHLIAS At 34c. to 79c. Each



DWARF BUSH CHERRIES

New Amazing Development

Exclusive with Bloomingdale's in New York City

69c. Each

3 for \$1.98

Will bear cherries the first year. Plants are 3 years old, 2 feet high. They are easy to grow, good to eat and make delicious preserves. The bushes bear early, heavily, annually. Require little

room because of their size. In addition they are highly ornamental. Their beautiful flowers in the Spring are followed by masses of large cherries which completely cover the stem.

GRASS SEEDS

Best Varieties

High Germination

Free from Crab Grass

GROW GREEN SUNNY—1 lb.	\$0.34
5 lbs.	1.44
10 lbs.	2.84

GROW GREEN SHADY—1 lb.	\$0.37
5 lbs.	1.49
10 lbs.	2.89

BLOOMINGDALE'S TERRACE	
1 lb.	\$0.57
5 lbs.	2.39
10 lbs.	4.69

BLOOMINGDALE'S SEA SHORE	
1 lb.	\$0.57
5 lbs.	2.39
10 lbs.	4.69

Also a Complete Line of SCOTT'S GRASS SEED

Price List on Request



SELECTED FRUIT TREES

2 and 3 Years Old • 5 to 6 Feet High

4 for \$1.79

APPLES—McIntosh, Delicious, Winesap,
Grimes Golden

PEACHES—Belle of Georgia, Crawford
Early, Elberta

PEARS—Bartlett, Flemish Beauty, Seckel

CHERRIES — Black Tartarian, English
Morello, Gov. Wood.

PLUMS—Burbank, Yellow Egg.

Choice of Any Four

SPECIAL VALUES

HARDY HEDGES

CALIFORNIA PRIVET

1½ to 2 ft. High, 3 Years Old

100 for \$2.98

Prices on larger sizes on request

HARDY HEDGES

JAPANESE BARBERRY

12 to 15 inches High, 2 Years Old

100 for \$2.49

Prices on larger sizes on request

NATURAL FERTILIZERS

BONEMEAL—10 lbs. \$0.46

25 lbs.89

100 lbs. 2.98

SHEEP MANURE—10 lbs. \$0.46

25 lbs.74

100 lbs. 2.79

COW MANURE—10 lbs. \$0.46

25 lbs.97

100 lbs. 2.83

HUMUS

50 lbs \$1.09

100 lbs. 1.41

PEAT MOSS

50 lbs. \$1.19

100 lbs. 2.29

155 lb. bale 3.49

PREPARED SOIL

Bushel \$1.29

OVER 20 OTHER KINDS OF FERTILIZER ON SALE

ORNAMENTAL AND SHADE TREES

Eight Feet High and Over • Good Heads

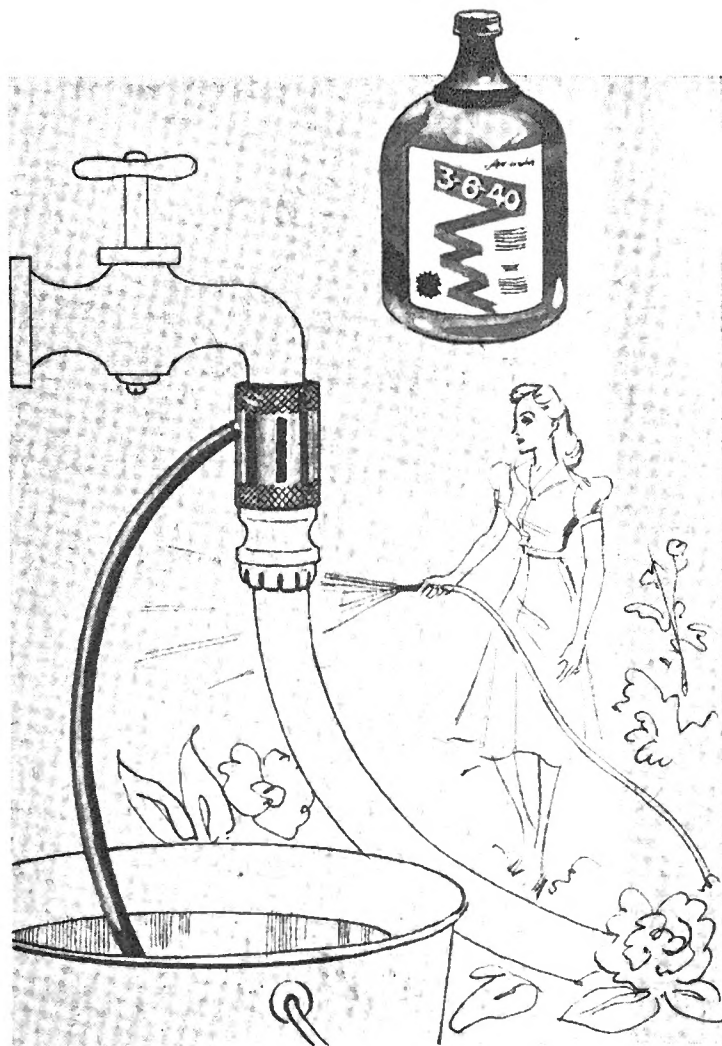
\$1.98 Each

SPECIAL VALUE

BIRCH
SILVER MAPLE
AMERICAN ELM

LOMBARDY POPLAR
ORIENTAL PLANE
RED MAPLE

35 Other Varieties to Choose from at 69c. to \$5.00 each



**HANDY NEW WAY TO FEED
GRASS • SHRUBS • TREES
AND GARDENS**

1 gal. 3-6-40 with Vitamin B₁

1 TAT Syphonette

HOSE ATTACHMENT

Both for \$2.19

You feed as you water and avoid the tedious labor of applying bulk fertilizers.

The 3-6-40 liquid plant food is instantly available to your plants and a gallon will make up to 90 gallons of solution.

Full directions with each set.



**CONCENTRATED
LIQUID FOOD
FOR PLANTS**

A complete, balanced formula. Contains every element required for plant growth in instantly available form. For growing plants in soil, sand, or water. For feeding grass, shrubs, flowers and gardens.

THE WAY TO MODERN GARDENING

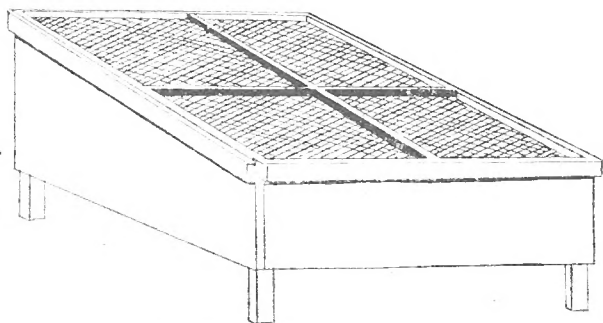
Pint 25c. • Quart 45c. • Gallon 85c.

Special 5-Gallon Economy Size **\$3.85**

With **VITAMIN B₁** Added

The amazing new growth substance which reduces transplanting shock, promotes root growth, reduces maturing time and has produced fruit and flowers of startling size.

Easy to use. No preparation. Just dilute in water. One gallon makes up to 90 gallons of solution. Full directions with each bottle.



SPECIAL VALUE **COLD FRAMES**

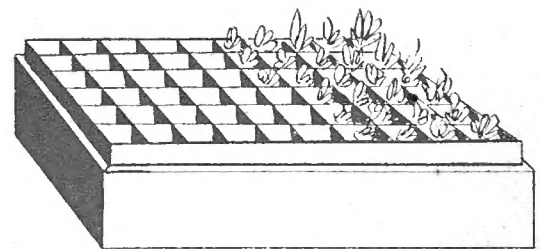
IN TWO HANDY SIZES

Every Gardener should have One or More

3 x 3 ft., Each 3 x 6 ft., Each
\$4.98 **\$8.98**

Complete with Cel-O-Glass cover; painted one coat gray; delivered "Knock Down." Can be assembled in ten minutes. Instructions attached.

Start your seeds in a frame in early Spring and get from one to two months head start.



SPECIAL VALUE **HANDY SEED FLAT**

13½ in. x 22½ in. With 60 Individual Black Band Compartments and Sufficient Potting Soil to Fill. Easily Assembled.

69c. Each • 2 for \$1.33

Takes the guess work out of seeding.

Prevents waste of seed and eliminates first transplanting.

Each seedling grows in its own individual compartment and is easily removable.